

Wildwood Strategy 2020-2022

Mission:

We bring kids outside to learn and grow together, transforming summer into a season of learning, youth development, and outdoor adventure for low-income Kansas City area youth.



Target Market:

Greater Kansas City and surrounding areas

Target Customer:

School-aged boys and girls in high poverty schools/neighborhoods

Target Programs & Services:

- Summer residential camping experiences designed to increase summer learning opportunities and diminish the opportunity gap for low-income children—an impact multiplied through year-to-year retention of participants and progressive opportunities to learn, grow and lead
- A diverse set of programs and activities that optimize the unique benefits of immersion in the natural world and building relationships in a camp setting to achieve measurable outcomes leading to lifelong personal and economic success
- Year-round opportunities for group/school outdoor education and other experiences structured to promote, fund, or support the summer camp program.

Winning Proposition: Wildwood gives underserved youth transformational outdoor learning experiences through the support of community organizations, donors, and foundations.

Strategic Priority 1: Design and deliver excellent outcomes-based, experiential education program to combat summer learning loss and build positive youth development for underserved youth. Increase retention and continued engagement of campers and families

Strategic Priority 2: Increase philanthropic funding to support excellence in facilities, programs and participant outcomes.

Strategic Priority 3: Improve physical property and assets to increase participant capacity and learning opportunities. Complete a ten-year master property and fundraising plan and execute phase one.

Strategic Priority 4: Elevate the Wildwood brand and amplify awareness of Wildwood's important contributions to the education of Kansas City area youth to result in increased individual donations, social followings, and volunteerism.

Strategic Priority 5: Evaluate profitability of retreats, rentals, school programs and special events and increase net program revenue by updating products and services offered, business processes, and program execution.